



**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**

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***CELEBRATE JOEY CHEEK DAY ON MARCH 23!
2006 Olympic Medalist, Philanthropist and Native Son to Visit Greensboro***

GREENSBORO, NC (March 8, 2006) – Mayor Keith Holliday invites the entire community to be part of Greensboro's Joey Cheek Day on Thursday, March 23. This celebration will allow the community an opportunity to honor Cheek's accomplishment and generosity as well as to contribute to children locally and in disadvantaged regions. A variety of events will take place throughout the day to honor the Greensboro native and 2006 Olympic speed skating champion, as well as to support his designated charity, the Right to Play initiative. Major public events scheduled for Joey Cheek Day include:

- 12 – 2 pm: The Joey Cheek Charitable Fund Luncheon sponsored by the News & Record at the Greensboro Coliseum Plaza Lobby. Meet Joey Cheek, bid on autographed Wheaties boxes and have your photo taken with the Olympic champ. Tickets are \$20 per person and can be purchased at www.cfgg.org. All proceeds from the event go towards the Joey Cheek Charitable Fund for Right to Play and other organizations.
- 6 – 8 pm: The Joey Cheek Community Celebration at First Horizon Park, home of the Greensboro Grasshoppers, corner of Bellemeade and Eugene. Doors open at 6, program begins at 7. The entire community is invited to this free event sponsored by WFMY News 2. Enjoy music, balloons, concessions, fireworks and see Greensboro's own Joey Cheek.

Other events scheduled for the day include an appearance by Cheek on WFMY News 2's Good Morning Show, a visit to his former schools, Aycock Middle and Dudley High, a press conference and a Chamber of Commerce reception with elected officials.

In support of Cheek's commitment to the Right to Play charity, an international nonprofit that helps children in disadvantaged countries grow and develop through sports, the Community Foundation of Greater Greensboro, United Arts Council of Greater Greensboro and United Way

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of Greater Greensboro are working to raise \$40,000 to match Cheek's donation to Right to Play, as well as an additional \$40,000 to fund local youth programming in honor of Joey Cheek. Individuals who wish to donate to this effort can do so by visiting www.cfqq.org.

Mayor Holliday made his announcement on behalf of a local steering committee comprised of Action Greensboro, the City of Greensboro, Community Foundation of Greater Greensboro, Fairway Outdoor Advertising, Guilford County Schools, Greater Greensboro Merchant's Association, Greensboro Chamber of Commerce, Greensboro College, Greensboro Grasshoppers, Greensboro Sports Council, Guilford Education Alliance, News & Record, United Arts Council of Greater Greensboro, United Way of Greater Greensboro, and WFMY News 2.

PHOTO OPPORTUNITY: There will be a billboard unveiling on Thursday, March 9 at 9:30 am at the intersection of High Point Road and Pinecroft Road to celebrate and honor Joey Cheek.

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